

Business Communication II

Levels: Grades 10-12

Units of Credit: 0.50

CIP Code: 52-0521

Core Code: 32-02-00-00-111

Prerequisite: None

Skill Test: # 222

COURSE DESCRIPTION

This advanced course can be used to build upon the skills acquired in Business Communication I or used as a stand-alone class that focuses on additional methods of professional communication skills. Competency will again be developed in oral, written, interpersonal, technological, and employment communication; listening skills will be incorporated throughout the semester. The goal is to provide students with a practical, proficient portfolio consisting of a résumé, job application, and an oral presentation. Students will complete the course with a greater understanding of the impact of technology and the need for effective communication skills to advance in a business career.

CORE STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD 1

Students will develop and practice effective oral communication skills.

Objective 1: If continuing from Business Communication I, build on Standard 3 Objectives 1-3.

Objective 2: Evaluate oral presentations analytically and critically. (Videotape presentation for evaluation suggested.)

Objective 3: Deliver impromptu and planned speeches with confidence.

Objective 4: Present a professional oral presentation that includes credible evidence.

STANDARD 2

Students will improve and demonstrate effective informational reading strategies.

Objective 1: If continuing from Business Communication I, build on Standard 4 Objectives 1-4.

Objective 2: Use basic research techniques to find and use a variety of primary and secondary sources.

Objective 3: Read and report on several current business articles.

STANDARD 3

Students will compose an effective research paper using the writing process:

- 1.) Define purpose/objective/problem
- 2.) Determine audience
- 3.) Draft (Brainstorm, research, outline, organize, write)
- 4.) Edit
- 5.) Publish

Objective 1: Identify the parts of a business research paper: title page, table of contents, abstract/executive summary, body (including introduction and conclusion), references, and appendix.

Indicator: Use in-text citations applying MLA or APA format.

Indicator: Create a Reference/Works Cited page.

Indicator: Enhance report by selecting, using, and labeling appropriate visuals (charts, graphs, tables, etc.).

Indicator: Distinguish between paraphrasing, plagiarism, and documentation.

STANDARD 4

Students will use technology in an ethical manner to enhance the effectiveness of communication.

Objective 1: Demonstrate basic keyboarding and computer functions using basic software applications.

Objective 2: Use modern technology to enhance business communication (CD-DVD ROM, flash drive, video conferencing, smart phone, voice recognition software, etc.)

Objective 3: Understand basic business terminology including WAN and LAN, cellular technology, voice recognition, dictation, and Internet applications.

STANDARD 5

Students will create an employment portfolio integrating all forms of communication in pursuit and retention of employment.

Objective 1: Explore job search strategies and sources for job placement.

Objective 2: Create an employment portfolio.

Indicators: Write an application/cover letter, resume, and follow-up letter for a simulated job opportunity.

Objective 3: Understand the application and interview process for employment.

Indicators: Complete a written and electronic job application form properly. Role-play interviews and demonstrate appropriate nonverbal and nonverbal communication.

Differentiate among business attire (e.g. casual, business-casual, professional business, and formal attire) and select correct attire for specific situations.

Prepare a list of questions to ask an interviewer and make a list of common mistakes made by interviewers and applicants.

Use correct strategies for accepting or rejecting an offer

Objective 4: Understand the skills needed to maintain employment

Indicators:

Understand qualities that employers expect in employees.

Examine legal and illegal employment practices.

Practice basic etiquette and manners in given situations.

STANDARD 6

Students will develop organizational communication skills through professional leadership, personal ethics, and customer/business relationships.

Objective 1: Understand the importance of taking moral responsibility for oral and written communication.

Objective 2: Understand appropriate professional behavior: office relationships, sexual harassment, politics, ethics, and customer and employee rights.

Objective 3: Write short-term and long-term personal and professional goals.

Objective 4: Develop supervision techniques and customer service strategies.

Indicators:

Practice relevant strategies for dealing with dissatisfied customers on the telephone, through face-to-face communication, and in writing.

Identify situations in which technology can impact customer service.

STANDARD 7

Students will present a professional oral report using technology to enhance the effectiveness of the presentation.

Objective 1: Create and organize a professional oral report.

Indicators: Use correct grammar, spelling, and parallelism in both the presentation and oral report. Create a Reference/Words Cited page with proper citations for sources used in the report and presentation.

Objective 2: Use appropriate nonverbal communication while presenting including voice quality, eye contact, and hand gestures.

Objective 3: Create an effective electronic slide show to supplement an oral presentation.

Indicator:

Create effective slide transitions, bullets, graphics, charts, backgrounds, custom animation, audio, and video in electronic slide show.